

Digital Marketing Report

Impressions

How many ads were served:

177,743

Clicks

Times a user clicked on an ad

962

Click-Through Rate

(Clicks/Impressions) x 100

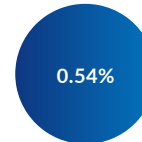
0.54%

Your Product Breakout by Impressions



Display

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



X the National Avg (.07%)

*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



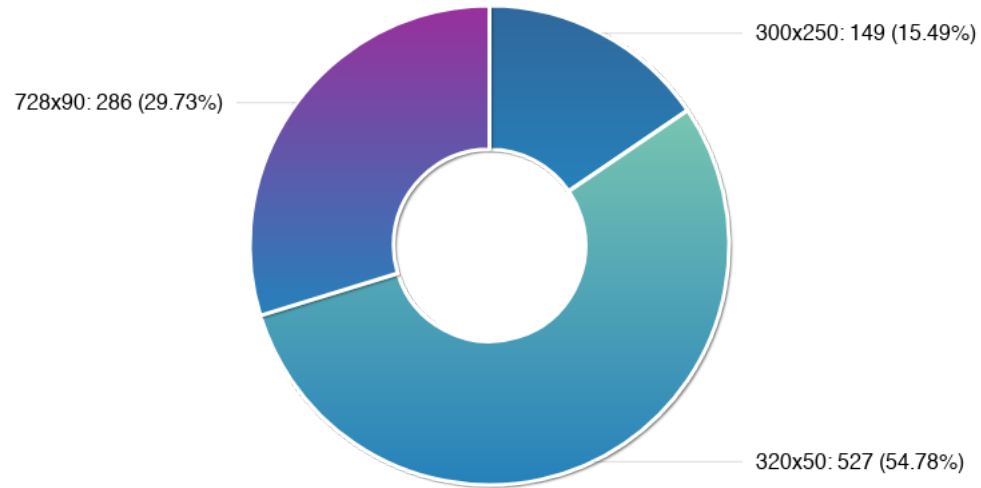
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
A-1 Appliance - AI Display	123,731	151	0.12%	1.74
A-1 Appliance - Home Value/Homeowners/Recently Moved Display	54,012	811	1.50%	21.45

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	A-1 Appliance_7.9_Monogram_MinimalistCollection_DigitalDisplay_320x50.jpg_320x50	58,818	441	0.75%	10.71
	A-1 Appliance_7.9_Monogram_MinimalistCollection_DigitalDisplay_728x90	38,490	234	0.61%	8.69
	A-1 Appliance_7.9_Monogram_MinimalistCollection_DigitalDisplay_300x250.jpg_300x250	49,634	117	0.24%	3.37
Thumbnail not available	A-1 Appliance_June18July8Banner_320x50.gif_320x50	10,597	86	0.81%	11.59
Thumbnail not available	A-1 Appliance_June18July8Banner_728x90.gif_728x90	7,925	52	0.66%	9.37
Thumbnail not available	A-1 Appliance_June18July8Holiday_Tools_kits_Banner_300x250.gif_300x250	12,279	32	0.26%	3.72

Display Click Performance by Ad Size



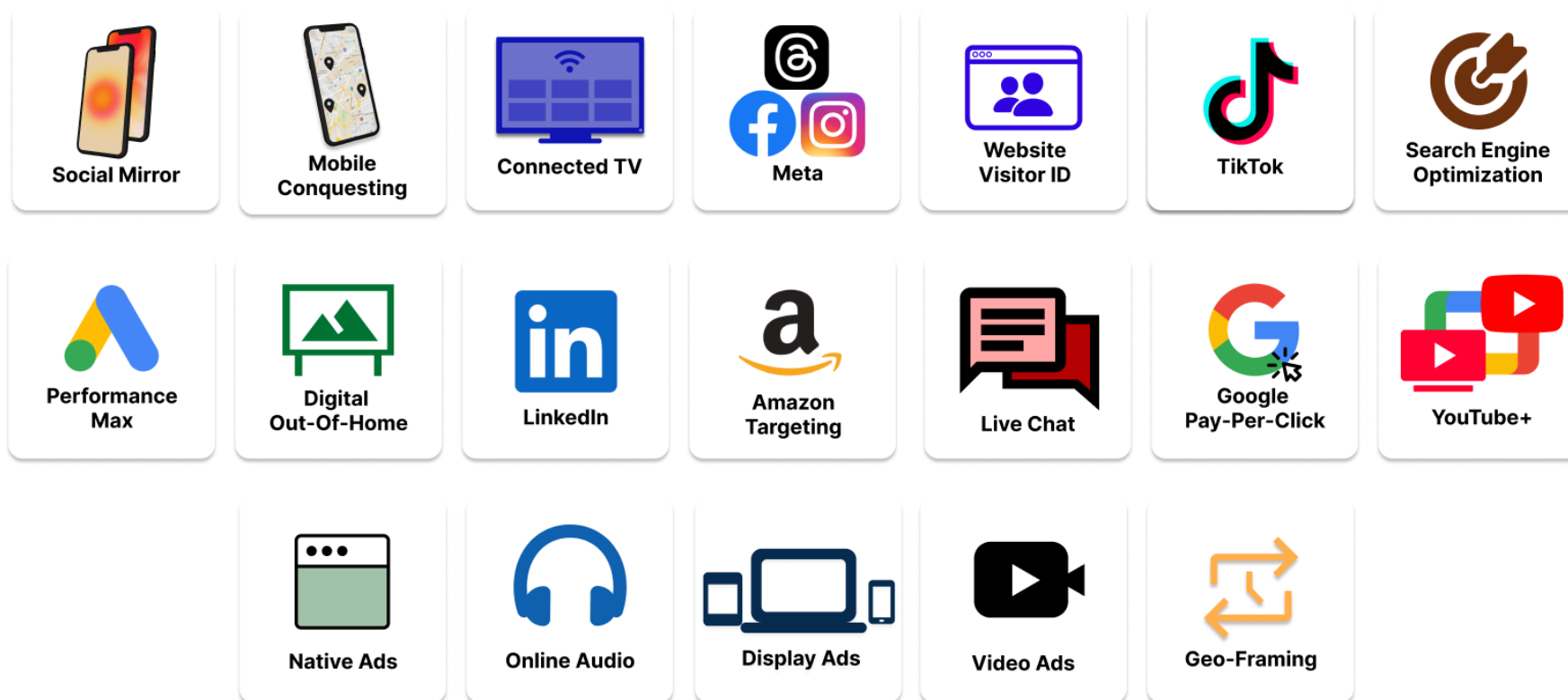
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	88,870	717	0.81%
Desktop	A personal computing device that remains stationary at one location.	70,214	149	0.21%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	18,659	96	0.51%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	7,073	0	0.00%
T-Mobile Play	6,961	192	2.76%
zillow.com	4,373	1	0.02%
aol.com	4,215	1	0.02%
pinterest.com	2,209	3	0.14%
imdb.com	2,062	4	0.19%
Pinterest	1,971	0	0.00%
merriam-webster.com	1,594	1	0.06%
apnews.com	1,187	4	0.34%
realtor.com	1,110	0	0.00%
fox40.com	1,107	0	0.00%
nypost.com	1,041	6	0.58%
fragrantica.com	816	4	0.49%
spacedaily.com	788	0	0.00%
legacy.com	776	0	0.00%
usatoday.com	766	5	0.65%
foxnews.com	661	0	0.00%
biblegateway.com	610	0	0.00%
Domino! The world's largest dominoes community	578	16	2.77%
fantasypros.com	574	0	0.00%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.